

Order / Rev: 698301
 Alt Order #: 06224636
 Flight Dates: 07/30/12 - 08/03/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 732

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	08/03/12	08/03/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH 3 NEWS TODAY-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$100.00		0.00						
6	WKYC	08/03/12	08/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$450.00		0.00						
7	WKYC	08/03/12	08/03/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$525.00	P-2	0.00	NM	0	\$0.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$525.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WKYC	07/30/12-08/05/12		M-F 5-6p	5p-6p		-----F----	:30	(\$525.00)		0.00	NM			
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
8	WKYC	08/03/12	08/03/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$1,400.00		0.00						
9	WKYC	08/03/12	08/03/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
CHANNEL 3 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$450.00		0.00						
10	WKYC	07/30/12	08/03/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$600.00		0.00						
11	WKYC	07/30/12	08/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WKYC	07/30/12-08/05/12		M-F 730-8p	730-8p		-----F----	:30	(\$850.00)		0.00	NM			
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgrm Change] o zone															
12	WKYC	07/30/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime (8:00 PM-12:00 XM)	----F--	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
'12 OLYMPIC PRIME7/28/12 - 8/11/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$7,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WKYC	07/30/12-08/05/12		Olympics Prime	Olympic Primetime		-----F----	:30	\$7,500.00		0.00	NM			
13	WKYC	08/03/12	08/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----F--	1		\$350.00		0.00						
14	WKYC	07/30/12	08/03/12	Olympic Late News Olympic Late News	CM	12x-12:35x	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
'12 OLYMPIC LATE NEWS7/27/12 - 8/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	1		\$2,400.00		0.00						
15	WKYC	07/30/12	08/03/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----		1				\$575.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		Tonight Show		1135p-1237a		M-----	:30	(\$575.00)		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] olympics															
16	WKYC	07/30/12	08/03/12	M-F 3-4p	CM	3p-4p	M-----	:30	1	\$350.00	P-2	0.00	NM	0	\$0.00
				The Doctors											
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----		1				\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 3-4p		3p-4p		M-----	:30	(\$350.00)		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
17	WKYC	07/30/12	08/03/12	M-F 4-5p	CM	4p-5p	M-----	:30	1	\$425.00	P-2	0.00	NM	0	\$0.00
				Ellen Degeneres											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----		1				\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 4-5p		4p-5p		M-----	:30	(\$425.00)		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
18	WKYC	07/30/12	08/03/12	M-F 430a-5a	CM	430a-5a	M-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				430a News											
CH 3 NEWS TODAY-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----		1				\$100.00		0.00			
19	WKYC	07/30/12	08/03/12	M-F 5-6a	CM	5a-6a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				Channel 3 News @ 5AM											
NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----		1				\$450.00		0.00			
20	WKYC	07/30/12	08/03/12	M-F 5-6p	CM	5p-6p	M-----	:30	1	\$525.00	P-2	0.00	NM	0	\$0.00
				Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----		1				\$525.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 5-6p		5p-6p		M-----	:30	(\$525.00)		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
21	WKYC	07/30/12	08/03/12	M-F 6-630p	CM	6p-630p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				Channel 3 News at 6p											
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----		1				\$1,400.00		0.00			
22	WKYC	07/30/12	08/03/12	M-F 6-7a	CM	6a-7a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				Channel 3 News Today @ 6AM											
CHANNEL 3 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----		1				\$450.00		0.00			
23	WKYC	07/30/12	08/03/12	M-F 7-9a Today	CM	7a-9a	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----		1				\$600.00		0.00			
24	WKYC	07/30/12	08/03/12	M-F 730-8p	CM	730-8p	M-----	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
				Entertainment Tonight											
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----		1				\$850.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	WKYC	07/30/12	08/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	1		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	07/30/12-08/05/12		M-F 730-8p	730-8p		M-----	:30	(\$850.00)	0.00	NM				
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13 [Prgm Change] o zone															
25	WKYC	07/30/12	07/30/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	M-----	:30	1	\$7,550.00	P-2	0.00	NM	1	\$7,550.00
'12 OLYMPIC PRIME7/28/12 - 8/11/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	1		\$7,550.00		0.00						
26	WKYC	07/30/12	08/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	1		\$350.00		0.00						
30	WKYC	07/30/12	08/03/12	Olympic Late News Olympic Late News	CM	12x-12:35x	---T---	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
'12 OLYMPIC LATE NEWS7/27/12 - 8/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---T---	1		\$2,400.00		0.00						
31	WKYC	07/30/12	08/03/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$575.00	P-2	0.00	NM	6	\$6,350.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---T---	1		\$575.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	07/30/12-08/05/12		Tonight Show	1135p-1237a		---Th----	:30	(\$575.00)	0.00	NM				
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13 [Prgm Change] olympics															
2	NKYC	07/30/12-08/05/12		M-F 5-6p News (Olympic)	M-F 5-6P		MTWThF----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 15.1,32.1,36.1,24.2,46.1,16.2,11.1,45.1,7.1,3.1,16.1,62.1,4.1,20.1,44.1,53.1,15.2,2.1,17.1,66.1,33.1,40.1,59.1,20.2,															
3	NKYC	07/30/12-08/05/12		M-F 5-6p News (Olympic)	M-F 5-6P		MTWThF----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 15.1,32.1,36.1,24.2,46.1,16.2,11.1,45.1,7.1,3.1,16.1,62.1,4.1,20.1,44.1,53.1,15.2,2.1,17.1,66.1,33.1,40.1,59.1,20.2,															
4	NKYC	07/30/12-08/05/12		M-F 5-6p News (Olympic)	M-F 5-6P		MTWThF----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 15.1,32.1,36.1,24.2,46.1,16.2,11.1,45.1,7.1,3.1,16.1,62.1,4.1,20.1,44.1,53.1,15.2,2.1,17.1,66.1,33.1,40.1,59.1,20.2,															
5	NKYC	07/30/12-08/05/12		M-F 5-6p News (Olympic)	M-F 5-6P		MTWThF----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 15.1,32.1,36.1,24.2,46.1,16.2,11.1,45.1,7.1,3.1,16.1,62.1,4.1,20.1,44.1,53.1,15.2,2.1,17.1,66.1,33.1,40.1,59.1,20.2,															
6	NKYC	07/30/12-08/05/12		M-F 5-6p News (Olympic)	M-F 5-6P		MTWThF----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 15.1,32.1,36.1,24.2,46.1,16.2,11.1,45.1,7.1,3.1,16.1,62.1,4.1,20.1,44.1,53.1,15.2,2.1,17.1,66.1,33.1,40.1,59.1,20.2,															
13	NKYC	07/30/12-08/03/12		M-F 7-730p	7-730p		MTWThF----	:30	\$1,350.00	0.00	NM				
Ⓜ MG for 15.1,32.1,36.1,24.2,46.1,16.2,11.1,45.1,7.1,3.1,16.1,62.1,4.1,20.1,44.1,53.1,15.2,2.1,17.1,66.1,33.1,40.1,59.1,20.2,															
32	WKYC	08/02/12	08/02/12	M-F 3-4p The Doctors	CM	3p-4p	---T---	:30	1	\$350.00	P-2	0.00	NM	0	\$0.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---T---	1		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	07/30/12-08/05/12		M-F 3-4p	3p-4p		---Th----	:30	(\$350.00)	0.00	NM				
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
33	WKYC	08/02/12	08/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$425.00	P-2	0.00	NM	0	\$0.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---T---	1		\$425.00		0.00						

Order / Rev: 698301
 Alt Order #: 06224636
 Flight Dates: 07/30/12 - 08/03/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 732

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
33	WKYC	08/02/12	08/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$425.00	P-2	0.00	NM	0	\$0.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 ---T--- 1 \$425.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WKYC 07/30/12-08/05/12 M-F 4-5p 4p-5p ---Th----- :30 (\$425.00) 0.00 NM See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
34	WKYC	08/02/12	08/02/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH 3 NEWS TODAY-430A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 ---T--- 1 \$100.00 0.00															
35	WKYC	07/30/12	08/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
NEWS AT SUNRISE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 ---T--- 1 \$450.00 0.00															
36	WKYC	08/02/12	08/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$525.00	P-2	0.00	NM	0	\$0.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 ---T--- 1 \$525.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WKYC 07/30/12-08/05/12 M-F 5-6p 5p-6p ---Th----- :30 (\$525.00) 0.00 NM See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
37	WKYC	07/30/12	08/03/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
CH 3 NEWS AT 6 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 ---T--- 1 \$1,400.00 0.00															
38	WKYC	07/30/12	08/03/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
CHANNEL 3 NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 ---T--- 1 \$450.00 0.00															
39	WKYC	07/30/12	08/03/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 ---T--- 1 \$600.00 0.00															
40	WKYC	07/30/12	08/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
ENTERTAINMENT TONIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 ---T--- 1 \$850.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WKYC 07/30/12-08/05/12 M-F 730-8p 730-8p ---Th----- :30 (\$850.00) 0.00 NM See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13 [Prgm Change] o zone															
41	WKYC	07/30/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
'12 OLYMPIC PRIME7/28/12 - 8/11/12 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 ---T--- 1 \$7,500.00 0.00															
42	WKYC	07/30/12	08/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---T---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHOW II <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 ---T--- 1 \$350.00 0.00															
43	WKYC	07/30/12	08/03/12		CM	12x-12:35x	-T-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00

Order / Rev: 698301
 Alt Order #: 06224636
 Flight Dates: 07/30/12 - 08/03/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 732

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Olympic Late News											
				Olympic Late News											
				'12 OLYMPIC LATE NEWS		7/27/12 - 8/1									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$2,400.00		0.00						
44	WKYC	07/30/12	08/03/12	Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
				Tonight Show	(11:35 PM-12:35 XM)										
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$575.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		Tonight Show	1135p-1237a		(11:35 PM-12:35 T-----	:30		(\$575.00)		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] olympics															
45	WKYC	07/31/12	07/31/12	M-F 3-4p	CM	3p-4p	-T-----	:30	1	\$350.00	P-2	0.00	NM	0	\$0.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 3-4p	3p-4p		-T-----	:30		(\$350.00)		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
46	WKYC	07/31/12	07/31/12	M-F 4-5p	CM	4p-5p	-T-----	:30	1	\$425.00	P-2	0.00	NM	0	\$0.00
				Ellen Degeneres											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 4-5p	4p-5p		-T-----	:30		(\$425.00)		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
47	WKYC	07/31/12	07/31/12	M-F 430a-5a	CM	430a-5a	-T-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				430a News											
				CH 3 NEWS TODAY-430A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$100.00		0.00						
48	WKYC	07/30/12	08/03/12	M-F 5-6a	CM	5a-6a	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				Channel 3 News @ 5AM											
				NEWS AT SUNRISE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$450.00		0.00						
49	WKYC	07/31/12	07/31/12	M-F 5-6p	CM	5p-6p	-T-----	:30	1	\$525.00	P-2	0.00	NM	0	\$0.00
				Dr. Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$525.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		M-F 5-6p	5p-6p		-T-----	:30		(\$525.00)		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
51	WKYC	07/30/12	08/03/12	M-F 6-7a	CM	6a-7a	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				Channel 3 News Today @ 6AM											
				CHANNEL 3 NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$450.00		0.00						
53	WKYC	07/30/12	08/03/12	M-F 730-8p	CM	730-8p	-T-----	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
				Entertainment Tonight											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$850.00		0.00						

Order / Rev: 698301
 Alt Order #: 06224636
 Flight Dates: 07/30/12 - 08/03/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 732

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
53	WKYC	07/30/12	08/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKYC	07/30/12-08/05/12		M-F 730-8p	730-8p		-T-----	:30	(\$850.00)	0.00	NM				
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] o zone															
54	WKYC	07/30/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	-T-----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
'12 OLYMPIC PRIME7/28/12 - 8/11/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$7,500.00		0.00						
55	WKYC	07/31/12	07/31/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-T-----	1		\$350.00		0.00						
56	WKYC	07/30/12	08/03/12	Olympic Late News Olympic Late News	CM	12x-12:35x	--W----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
'12 OLYMPIC LATE NEWS7/27/12 - 8/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--W----	1		\$2,400.00		0.00						
57	WKYC	07/30/12	08/03/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--W----	1		\$575.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKYC	07/30/12-08/05/12		Tonight Show	1135p-1237a		--W-----	:30	(\$575.00)	0.00	NM				
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] olympics															
58	WKYC	08/01/12	08/01/12	M-F 3-4p The Doctors	CM	3p-4p (3:00 PM-4:00 PM)	--W----	:30	1	\$350.00	P-2	0.00	NM	0	\$0.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--W----	1		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKYC	07/30/12-08/05/12		M-F 3-4p	3p-4p		(3:00 PM-4:00 PM) --W-----	:30	(\$350.00)	0.00	NM				
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
59	WKYC	08/01/12	08/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$425.00	P-2	0.00	NM	0	\$0.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--W----	1		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKYC	07/30/12-08/05/12		M-F 4-5p	4p-5p		--W-----	:30	(\$425.00)	0.00	NM				
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
60	WKYC	08/01/12	08/01/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH 3 NEWS TODAY-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--W----	1		\$100.00		0.00						
61	WKYC	07/30/12	08/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--W----	1		\$450.00		0.00						
62	WKYC	08/01/12	08/01/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$525.00	P-2	0.00	NM	0	\$0.00

Order / Rev: 698301
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Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 732

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----		1				\$525.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	07/30/12-08/05/12		M-F 5-6p		5p-6p		--W-----	:30	(\$525.00)		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
63	WKYC	07/30/12	08/03/12	M-F 6-630p	CM	6p-630p	--W----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				Channel 3 News at 6p											
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----		1				\$1,400.00		0.00			
64	WKYC	07/30/12	08/03/12	M-F 6-7a	CM	6a-7a	--W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				Channel 3 News Today @ 6AM											
CHANNEL 3 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----		1				\$450.00		0.00			
65	WKYC	07/30/12	08/03/12	M-F 7-9a Today	CM	7a-9a	--W----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----		1				\$600.00		0.00			
66	WKYC	07/30/12	08/03/12	M-F 730-8p	CM	730-8p	--W----	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
				Entertainment Tonight											
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----		1				\$850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	07/30/12-08/05/12		M-F 730-8p		730-8p		--W-----	:30	(\$850.00)		0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13															
[Prgm Change] o zone															
67	WKYC	07/30/12	08/03/12	Olympics Prime	CM	Olympic Primetime	--W----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
				Olympic Primetime											
'12 OLYMPIC PRIME7/28/12 - 8/11/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----		1				\$7,500.00		0.00			
68	WKYC	08/01/12	08/01/12	M-F 9-10a Today II	CM	9a-10a	--W----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				Today Show II											
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----		1				\$350.00		0.00			
70	WKYC	07/30/12	08/03/12	Olympics Weekday DT	CM	Olympics Weekday	----F--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
				Olympics Weekday DT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--		2				\$1,800.00		0.00			
71	WKYC	07/30/12	08/03/12	M-F 5-6p News (Olympics)	CM	M-F 5-6P	----F--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
				M-F 5-6p News (Olympics)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--		2				\$1,200.00		0.00			
72	WKYC	07/30/12	08/03/12	M-F 7-730p	CM	7-730p	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				Channel 3 News at 7P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--		1				\$2,000.00		0.00			
73	WKYC	07/30/12	08/03/12	Olympics Zone	CM	Olympics Zone	---TF--	:30	0	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
				Olympics Zone											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---TF--		2				\$2,400.00		0.00			
74	WKYC	07/30/12	08/03/12	Olympics Prime	CM	Olympic Primetime	---TF--	:30	3	\$7,950.00	P-2	0.00	NM	3	\$23,850.00
				Olympic Primetime (8:00 PM-10:30 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---TF--		3				\$7,950.00		0.00			

